

FACILITATING SALE OF VARIABLE PRODUCT ON THE INTERNET

ABSTRACT OF THE DISCLOSURE

A method for facilitating sale of objects such as caps over the Internet, including providing a user input for selecting a display icon representing the object offered for sale, providing a user input for a design element selected by the user to be included on the object, and providing a display illustrating the cap represented by the selected display icon with the user selected design element at the user selected location on the cap. A user input for creating text to be included on the cap is also provided. A computer network server includes a display icon generator transmitting a display icon representing an object such as a cap, a request generator transmitting a request for user input to select the display icon and to select a design element to be included on the object, and a processor receiving display icon requests and selected design element and generating a visual representation of the user selected design element, which may include text, on the object represented by the selected display icon.

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